COLLEGE OF DEVELOPMENT COMMUNICATION

Vision

A globally relevant academic institution proactively promoting human and societal development using communication as a process for attaining empowerment and equity in the pursuit of distinctive excellence in food, agriculture, biotechnology and environment.

Mission

To nurture development communication as a scholarly and professional endeavor towards the betterment of human condition in the Philippines and other developing countries.

Value Goals

In the teaching and practice of development communication, the College emphasizes the formation and building up of selected values which it deems essential in bringing about the betterment of human and societal condition. These are empowerment, equity, entrepreneurship, environmentalism, and education.

a. Empowerment – facilitating the use of communication in problem solving and decision making, raising social and political consciousness, and mobilizing people towards collective action.
b. Equity – increasing people’s access to information and technology and hastening the redistribution of resources to the poor through communication.
c. Education – designing communication to bring about increasing levels of learning and capacity among the people; viewed both as a means and as an end for development.
d. Entrepreneurship – promoting entrepreneurial spirit (ability to think out of the box and coming up with innovative solutions) and communicating strategic information for agro-industrialization.
e. Environmentalism – managing and sustaining the environment through information, education, advocacy, social mobilization, and community action.
Fig. 1. Existing CDC Organizational Structure